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Industry Weapon - A Different Approach to Digital Signage Solutions

Pittsburgh, Pa., May 10, 2010 - Ever since the advent of digital signage, critics have blasted the medium for its inflexibility, tedious administrative requirements, and creative limitations. After all, much of the digital media you encounter today is nothing more than glorified PowerPoint presentations with little or no useful information.

When implemented correctly, however, digital media can not only be compelling but also one of the simplest and most powerful ways to communicate to and interact with your target audience.

Enter Industry Weapon.

Industry Weapon develops digital solutions and strategies for the retail industry that are effective, measurable, and easy to implement. Their unique approach to digital media focuses on adopting a platform specifically catered to your business that can ingest your current digital applications and redeploy them more efficiently and effectively.

In order for digital signage to be effective, you have to first determine who your customer is and what you want to get out of your signage. Industry Weapon's applications work with you by helping you learn about your customers and then cater your signage accordingly, delivering your messages through strategically positioned, purpose-based signage, whose content can be changed easily and as needed.

Industry Weapon's innovative CommandCenterHD (CCHD) Marketplace puts the power in your hands, allowing you to spice up your content, integrate with live database feeds, or connect your digital end points (like digital signage) to applications that you use every day, utilizing our vast network of vendor partnerships. As a result, you spend less time on content creation and more time creating the business rules that promote a more meaningful experience for your customers.

"Basically, we give them one place to live and then mix up the media using our platform," says Industry Weapon President and CEO David Wible. "By doing so, we're able to measure what's most effective and create a compelling digital signage environment that provides the highest level of quality."

Furthermore, Industry Weapon's digital media platform utilizes the power of your brand by having your in-store promos work in concert with your external marketing strategy. First, they gather all the information you have at your disposal. Then they develop a purposeful, targeted strategy and then grow the program steadily and purposefully.

Industry Weapon's background is in e-commerce and point-of-sale systems, so they understand the importance of accurate outcomes measurement and analysis. "You can't dig too deep into the data," says Wible. "When we have conversations with retailers, we listen to them and come up with solutions based on their problems."

For example, maybe your business has long waiting lines that create a negative shopping experience. Industry Weapon can come up with an interactive entertainment application to give your customers a more enjoyable experience. And as everyone knows, happy customers equals more sales.

Industry Weapon's digital point-of-sale platforms feature touch screen interfaces that are attractive to customers and help you gather true, measurable data. Pulling real-time information from your product catalog and utilizing our network of creative professionals, their signage reflects the look and feel of your specific brand and can tag attributes according to a particular time, location, or demographic, allowing you to deploy information when and where you want to display it. In addition, they provide a way for customers to communicate directly with in-store agents and customer service representatives in real time.

"The key is making the platform an enabler of your strategy," says Wible. "We try to focus on Visual Behavioral Technology. When a customer uses the touch screen it's the optimal time to communicate with them and tailor the products to their individual interests. Best of all, our platforms feature a randomness that keeps your messaging fresh and relevant to the customer."

For more information on how Industry Weapon's digital signage solutions can help you better connect with your customers, visit www.industryweapon.com.

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